INVENTHELP'S

INPEX®

AMERICA'S LARGEST INVENTION SHOW

JUNE 16-18, 2015

MONROEVILLE CONVENTION CENTER • MONROEVILLE, PA

EXHIBITOR SERVICE MANUAL

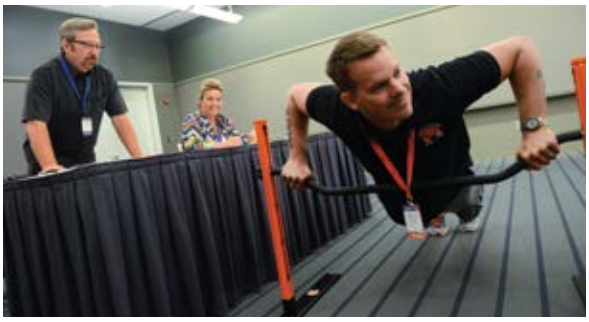
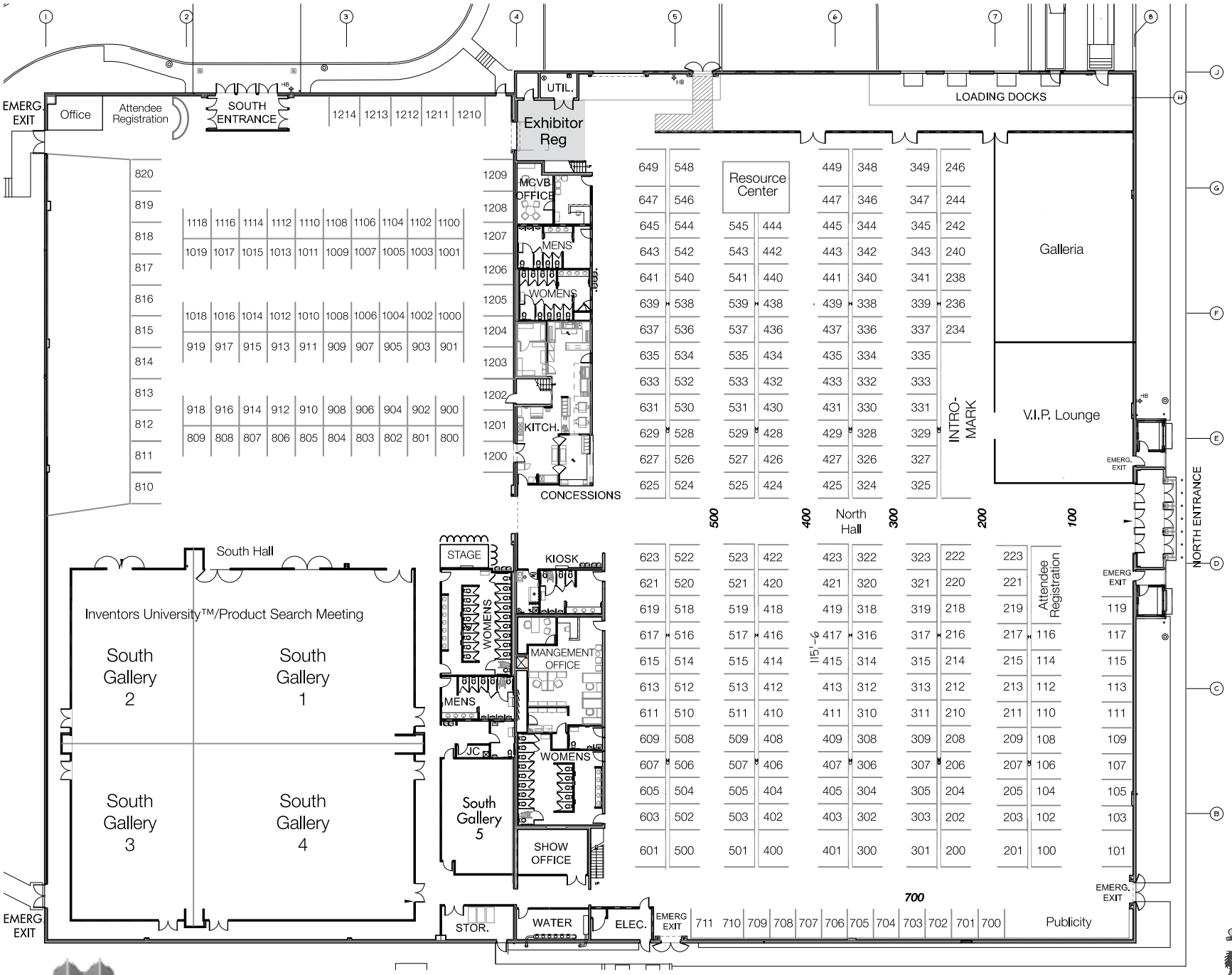


EXHIBIT • LEARN • PROMOTE • NETWORK



MONROEVILLE CONVENTION CENTER

Scale: 0' 10' 20' 30' 40' 50' 60'

INVENTHELP® | INPEX®
AMERICA'S LARGEST INVENTION SHOW
June 16-18, 2015

Welcome to INPEX® 2015!

This is your Official Exhibitor Service Manual for INPEX 2015 - America's Largest Invention Trade Show. It has been prepared for you with important information regarding exhibiting at INPEX 2015.

Please take time to review this manual in its entirety. We believe it will prepare you for your participation and enhance your trade show experience.

This manual details information important to your INPEX participation.

Show services and equipment forms for your participation in the show are contained in this manual. It is beneficial to you, the exhibitor, to make pre-show arrangements for additional equipment and show services if you require them. In doing so, you eliminate unnecessary late fees and higher costs.

If you have not already done so, you must complete the 2015 Exhibitor Information & Forms Packet and return it to INPEX within 10 days.

Any packets received after **April 24, 2015** may not guarantee services, such as Hometown Publicity, Invitation Service or a listing in the Show Program to be completed in time for the show.

If you have questions regarding any material in the Official 2015 Exhibitor Service Manual, please direct them to the INPEX Office at 1-888-54-INPEX (1-888-544-6739), or contact your INPEX representative directly at their extension.

We are pleased to have you exhibiting at INPEX 2015 – America's Largest Invention Trade Show, and look forward to seeing you in June.

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CONTACT NAMES & NUMBERS THROUGH FRIDAY JUNE 12, 2015:

Nicole Lininger	*Trade Show and Communications Director*	(412) 288-1343 ext. 4159
Susie Rich	*Trade Show Manager*	(412) 288-1343 ext. 4120
Kimberly Behr	*INPEX Sales Manager*	(412) 288-1343 ext. 4115
Livia Bebing	*International Account Executive*	(412) 288-1343 ext. 4113
Lenora Flenniken	*National Account Executive*	(412) 288-1343 ext. 4117
Rachel Shapiro	*Corporate Development Specialist*	(412) 288-1343 ext. 4124

Toll Free INPEX Number **1-888-544-6739 (888-54 INPEX)**
Toll Free Publicity Number **1-800-424-2089 ext. 4163**

Gia DelliGatti	*Publicist/Corporate Communications*	(412) 288-2136 ext. 4163
Chrissa Chverchko	*Publicist/Corporate Communications*	(412) 288-2136 ext. 4118
Fiona Fisher	*Publicist/Corporate Communications*	(412) 288-2136 ext. 4148

CONTACT NUMBERS DURING THE WEEK OF JUNE 14-20, 2015

During the week of June 16-20, 2015 the staff will be located at the Monroeville Convention Center.
The telephone numbers for the INPEX staff will be published at a later date and emailed to all exhibitors prior to the week of the show.

The Communications and Press Number during the week of the show: (412) 596-9279

SHOW LOCATION:

Monroeville Convention Center ~ 209 Mall Blvd. ~ Monroeville, PA 15146
Tel: (412) 373-7300* ~ Website: **www.mcc-pa.com**
*Please note that you will not be able to reach the INPEX staff at the Monroeville Convention Center number above, only the Convention Center staff.

DIRECTIONS:

From the Pennsylvania Turnpike (I-76)

Take Exit 57 from Turnpike and merge onto I-376 West towards Pittsburgh/US-22. Take the US-22 Business Exit on the left towards Monroeville. Merge onto US-22/William Penn Highway and continue to follow William Penn Highway. Turn left at Mall Blvd. (Monroeville Mall truck entrance), just before Day Ford. The Monroeville Convention Center is located on your right (approx. ¼ mile). Continue an additional ¼ mile to the entrance of the Doubletree Hotel Pittsburgh.

From Pittsburgh via the Parkway East (I-376 East)

Merge onto I-376 East/US-22 East/US-30 East via the ramp to Monroeville. Continue to follow I-376 E/US-22 E. Use Exit 80 onto US-22 Business towards Monroeville. Merge onto US-22/William Penn Highway and continue to follow William Penn Highway, through 6 stop lights. Turn right at Mall Blvd. (Monroeville Mall truck entrance) just past Day Ford. The Monroeville Convention Center is located on your right (approx. ¼ mile). Continue an additional ¼ mile to the entrance of the Doubletree Hotel Pittsburgh.

From Pittsburgh International Airport

Exit the Pittsburgh International Airport. Head North on Airport Blvd. towards Pittsburgh. Make a slight right to stay on Airport Blvd. Merge onto PA-60 South via the ramp to I-79 Pittsburgh/Pennsylvania Turnpike. Continue on US-22 East/US-30 East. Take I-376 East towards Monroeville. Take Exit 80 onto US- 22 Business towards Monroeville. Merge onto US-22/William Penn Highway and continue to follow William Penn Highway, through 6 stop lights. Turn right at Mall Blvd. (Monroeville Mall truck entrance) just past Day Ford. The Monroeville Convention Center is located on your right (approx. ¼ mile). Continue an additional ¼ mile to the entrance of the Doubletree Hotel Pittsburgh.

INPEX® 2015 - America's Largest Invention Trade Show

Featuring the George Foreman Inventors University

Program of Events

Monday, June 15, 2015

- 10:00am to 5:00pm — Exhibitor Set-Up *(All exhibits must be in place by 5:00pm)*

INPEX 2015 Inventors University - *Monroeville Convention Center South Gallery*

- 5:00pm to 6:45pm — **"INPEX 101: Making the Most of Your Experience; Tips on Exhibiting, Qualifying & Licensing"**– Nicole Lininger, Show Director & Intromark Inc.

Tuesday, June 16, 2015

INPEX 2015 Inventors University – *Monroeville Convention Center South Gallery*

- 7:00am to 8:00am — Continental Breakfast
- 8:00am to 8:50am — Seminar
- 9:00am to 9:50am — Seminar
- 10:00am to 10:50am — Seminar

INPEX 2015 Trade Show Events – *Monroeville Convention Center North & South Halls*

- 11:00am to 5:00pm — Show Floor Hours (Business and Industry Only)
- 11:00am to 5:00pm — International Awards Program Category (Medal) Judging

INPEX 2015 After Hours Event – *Doubletree Hotel*

- 5:00pm to 7:00pm — Exhibitor Networking Happy Hour

Wednesday, June 17, 2015

INPEX 2015 Inventors University – *Monroeville Convention Center South Gallery*

- 7:00am to 8:00am — Continental Breakfast
- 8:00am to 8:50am — Seminar
- 9:00am to 9:50am — Seminar

INPEX 2015 Trade Show Events – *Monroeville Convention Center North & South Halls*

- 10:00am to 5:00pm — Show Floor Hours (Business and Industry Only)
- 10:00am to 5:00pm — International Awards Program Special Awards Judging

INPEX 2015 After Hours Event – *Doubletree Hotel*

- 5:00pm to 7:00pm — International Exhibitor Reception

Thursday, June 18, 2015

INPEX 2015 Inventors University – *Monroeville Convention Center South Gallery*

- 7:00am to 8:00am — Continental Breakfast
- 8:00am to 8:50am — Seminar
- 9:00am to 9:50am — Seminar

INPEX 2015 Trade Show Events – *Monroeville Convention Center North & South Halls*

- 10:00am to 3:00pm — Show Floor Hours – *Business & Industry & General Public*
- 3:00pm to 5:00pm — Exhibitor Tear Down

Awards Reception & Ceremony – *Doubletree Hotel*

- 5:00pm to 6:00pm — Cocktails & Hors d'Oeuvres – *Oxford Ballroom*
- 6:00pm to 7:30pm — Awards Ceremony – *Confluence Ballroom*

Friday, June 19, 2015

- 8:00am to 12:00pm — Exhibitor Tear Down

(Continued on next page)

The Events Schedule is subject to change.
You will receive an updated schedule upon arrival at INPEX 2015.

IMPORTANT SET-UP & TEAR-DOWN INFORMATION:

***All exhibits MUST be in place by 5:00pm on Monday, June 15, 2015 or a $250 late set-up fee will be charged to exhibitor.**

***All exhibits MUST be removed from the Exhibition Hall by 12:00pm on Friday, June 19, 2015.**

Exhibitor Information

ADMISSION TICKETS

- **INPEX 2015 exhibitors are entitled to complimentary admission tickets to the show.** These tickets may be used for distribution to business associates, prospective buyers, family and friends. Please call the INPEX office at 1-888-544-6739 (888-54 INPEX) or 412-288-1343 to request your tickets. (You do not need a ticket for any individuals who will be working in your booth. Those names should be listed on your exhibitor badge form.)

BOOTH PACKAGE

- **Each booth is equipped with an 8' high backdrop drape and 3' high curtained side rails, 1-6' skirted table, 2-folding chairs and 1-wastebasket.** Drape colors are black and royal blue and table skirting is black. For additional items, please complete the enclosed Monroeville Convention Center Decorating Service Order Form and return the form with payment directly to the Monroeville Convention Center. **Please DO NOT return to INPEX.**

CARPETING

- All booths are carpeted. Booth carpet is royal blue and aisle carpet is black.

EXHIBITOR REGISTRATION & SET-UP AT THE CONVENTION CENTER

- **Exhibitors must check-in before 5:00pm on Monday, June 15 at Exhibitor Registration located next to the Loading Dock in the back of the North Exhibit Hall.** As a security measure, exhibitors will receive a name badge that will be required for admittance to the show. Each exhibitor will receive an exhibitor kit containing additional show information, a schedule of events and other announcements at check-in.

- **Set-up hours: Monday, June 15: 10:00am – 5:00pm**

- **Set-up** can begin when **your booth space has been paid in full** to Show Management. This includes any additional items purchased by the exhibitor(s) such as judging categories, award ceremony tickets, etc. **Final payments for booth space must be received by INPEX no later than June 10, 2015. No booth payments can be made at the show.**

- **Final payments** made at the show for additional items such as judging categories, award ceremony tickets, etc., **MUST** be in the form of **cash, money order or credit cards. No personal or business checks are accepted.**

- **Exhibit set-up must be completed by 5:00pm on Monday, June 15, 2015. Any exhibitor not set up by that time will be assessed a $250 late set-up fee.**

EXHIBIT TEARDOWN

- **Tear-down hours:** Thursday, June 18: 3:00pm – 5:00pm and Friday, June 19: 8:00am – 12:00pm.
- No exhibitor may dismantle prior to the close of the show at 3:00pm on Thursday, June 18.
- **There will be a fine of $250 assessed to exhibitors dismantling before the close of the show on Thursday, June 18.** Tear down is a hectic time when items can accidentally be thrown away or lost. You will have greater security and less chance of loss, if tear-down and removal of your items takes place during the official tear-down periods on Thursday, June 18 and Friday, June 19.
- Tear-down must be completed and materials removed from the show area by 12:00pm on Friday, June 19, 2015. Items left behind are not the responsibility of INPEX.

SHIPPING <u>TO</u> THE MONROEVILLE CONVENTION CENTER

- Exhibitors may send display materials directly to the Monroeville Convention Center.
- Packages that arrive one business day prior to the move-in day of the show will be held at no charge.
- Packages that arrive before Friday, June 12, 2015 will be charged a daily rate as listed in the "Standard" column on the enclosed Monroeville Convention Center Service Order Form.
- The Convention Center will not accept delivery of show materials or freight more than three days in advance of Exhibitor move-in date.
- Packages shipped to the Doubletree Hotel and picked up by Convention Center staff are subject to a delivery fee. See enclosed Monroeville Convention Center Service Order Form.
- Packages will not be released until all fees are paid in full.
- **Shipments should be addressed to:** (Exhibitor Name & Booth Number)
  Monroeville Convention Center
  209 Mall Blvd.
  Monroeville, PA 15146
  ATTN: INPEX
- Be sure to label or tag the materials with the return address as well as the shipping address.

SHIPPING <u>FROM</u> THE MONROEVILLE CONVENTION CENTER

- Exhibitors are responsible for scheduling pick-up of outgoing packages.
- If you need assistance with return shipping, you may contact The UPS Store by telephone at 412-856-9818. The UPS Store will also have a representative available at INPEX to assist you. Please visit Exhibitor Registration for more information.
- Packages will be held for pick-up for one business day following the conclusion of the show at no charge. After this time, packages are subject to daily storage fee as listed in the "Standard" column on the Monroeville Convention Center Service Order Form.
- Packages not picked up or with unpaid fees will be discarded after 30 days.

Exhibitor Services Included With Booth Purchase

INTERNATIONAL AWARDS PROGRAM

- **The International Awards Program is one of the highlights of INPEX 2015.** Each exhibitor will receive *one complimentary judging* in the category of his or her choice. Additional categories, which include a corresponding category listing in the INPEX 2015 Official Show Program, subject to show program deadline, can be purchased for $75 each. Inventions will be judged by a panel of International Jurors on Tuesday and Wednesday – June 16 & 17, 2015. The judge will have exhibitor sign off on a judging form at the time of judging. Winners will be determined on the basis of usefulness, overall appeal and creativity. Awards include medals, trophies and cash prizes. **If you feel you were not judged on Tuesday, June 16th, please report to Exhibitor Registration before 12 NOON on Wednesday, June 17th.** Awards will be presented at the **INPEX 2015 International Awards Ceremony** on Thursday evening, June 18th.

- **For more information on the International Awards Program refer to your Judging Form in your 2015 Exhibitor Information and Forms packet.**

OFFICIAL SHOW PROGRAM

- Each exhibitor reserving space at INPEX 2015 is entitled to receive a **complimentary listing in the INPEX 2015 Official Show Program** that consists of your name (and/or company name), your contact information (address, email and web site, if applicable), your invention name, a 25-word description of your invention and booth location.

- To be eligible, the completed **2015 Exhibitor Information & Forms Packet** must be returned to **INPEX before April 24, 2015**. Forms returned after that date may result in being excluded from the INPEX 2015 Official Show Program.

- For additional Show Program Advertising opportunities see the enclosed Show Program Advertising Form.

- INPEX creates an addendum to the Official Show Program which will contain any last minute additions or changes.

MEDIA RELATIONS

- As part of the promotion for INPEX 2015, an area will be provided and staffed for the convenience of news media visiting the Trade Show. Exhibitors are welcome to stop by this publicity area to address any questions about media opportunities at the event.

HOMETOWN PUBLICITY PROGRAM

- **We will write and send a press release about your invention to approximately 25-35 media outlets in your hometown area, including local newspaper(s), radio and television station(s).** You may suggest other media outlets such as trade journals or consumer magazines to the publicist assigned to work with you.

- **Sending a press release to any media outlet <u>does not guarantee</u> an article will be published or that you will receive media attention.** It is always at the discretion of a given media source whether to publish or broadcast a story about you, your invention or INPEX® 2015. If you request that we send your information to national media outlets, please be aware that the chance of these types of media covering inventors is small.

- To be eligible for the **Hometown Publicity Program** you must first complete and return your **<u>2015 Exhibitor Information and Forms Packet</u>** *within 10 days after receiving it*. All forms received after the **April 24, 2015** deadline cannot be guaranteed attention for our Hometown Publicity Program.

INVITATION SERVICE

- **INPEX will invite 25-50 companies to INPEX 2015 to see your invention.** The companies invited to attend will be based on the primary category you select for complimentary judging. A description of your invention will be included in a list of INPEX 2015 inventions that are pertinent to the specific industry. If you wish to have an invitation sent to specific companies, please provide us with the complete mailing address for that company including company name, a contact name at that company, street, city, state and zip code. **INPEX will not mail to any company that does not have a specific contact person.** INPEX will also send your product description electronically, so please provide an email address when possible.

- To be eligible for the Invitation Service you must submit your **<u>2015 Exhibitor Information and Forms Packet.</u>** All forms received after April 24, 2015 cannot be guaranteed inclusion in the Invitation Service Program.

- **Please be advised that INPEX cannot guarantee attendance at INPEX 2015, America's Largest Invention Trade Show.** Attending INPEX 2015 is solely the decision of the invited companies.

The Monroeville Convention Center Policies, Rules and Regulations

Policies are subject to change. Please consult the Convention Center Management Office for specific information that may not be covered by these Policies, Rules and Regulations.

AIR CONDITIONING

- Air conditioning and/or heating are provided during published event hours. Requests for air conditioning and/or heating during non-event periods will be charged at the prevailing rate.

ANIMALS

- With the exception of guide, signal or service animals, animals are not allowed in the facility without prior written approval. Approval is based on whether the animal is legitimately part of a show, exhibit or activity requiring the use of animals. If allowed, the exhibitor is ultimately responsible for the liability and sanitary needs associated with the animals.

BOOTH CLEANING

- Show cleaning is provided by the operations department and includes removal of boxes and refuse during move-in, nightly vacuuming of aisles with periodic cleaning throughout show hours, and the final clean up after move-out.

- Daily trash removal is completed at the end of the show day. **Trash must be placed in front of the booth.** (One wastebasket is included in your booth package).

- **The carpeting in your personal booth space will only be cleaned if you pay for booth cleaning.** Individual booth cleaning/vacuuming must be ordered by the exhibitor through the Convention Center. Exhibitors requesting individual booth cleaning must complete the enclosed Monroeville Convention Center Decorating Services Order Form and return it to the Convention Center with payment.

BOOTH DECORATIONS

- All booth exhibits must conform to approved safety regulations as well as the Monroeville Convention Center rules contained in this manual.

- Nothing may be taped, nailed, stapled, tacked or otherwise affixed to ceilings, walls, painted surfaces, fire sprinklers, columns or windows. Check with your INPEX Representative for further information on appropriate displaying methods in the Convention Center. Damages resulting from the improper use of these materials will be charged directly to the Exhibitor.

- No holes are to be drilled or fasteners attached in the floor without permission from the Convention Center management.

- Displays are to be no higher than eight (8) feet.

- Nothing may intrude into the aisle space.

- Exhibitors located in end aisle booths are not permitted to remove their side rails or drapes.

- Models or demonstrators must be dressed in good taste.

- Food and beverages may be offered, but may not be sold (2-4oz. sample size). Distribution of alcohol is prohibited.

- We ask that exhibitors respect the rights of fellow exhibitors. This includes minimizing the height of the sides of your booth to prevent blocking your neighbor's exhibit. This also includes taking necessary measures to minimize noise levels and prevent excessive distraction.

- Show management will provide "Booth Identification Signs" for all exhibitors. These signs are 7" high by 44" wide and they include text only. Signs will be properly mounted on the booth's backdrop and may be used as part of your display. Exhibitor must submit the Booth Sign Order Form contained in the Exhibitor Information & Forms Packet by May 29, 2015.

CAMERA POLICY

- Please be advised that **cameras are NOT permitted at INPEX without authorization!** This includes the use of cell phone cameras or videos. Because many exhibitors feel uneasy about strangers taking pictures of their invention or display, we feel it is best to prohibit cameras or camcorders. **Only media or INPEX Show Staff will be permitted to have cameras or video equipment.** These people will be wearing a badge to identify themselves as media or show staff.

- We understand that many exhibitors would like a picture of their booth. If you would like to take a photo of your booth, an INPEX staff member must be present to watch you take the photo. Go to Exhibitor Registration to find an INPEX staff member. **If we find it necessary, we may seize any photography or video equipment that is used without authorization from an INPEX member and delete/destroy photos/film.** All equipment will be returned to its owner after the close of the show on Friday.

CARPET, BOOTH DRAPE AND WALL COVERING

- Exhibitor is responsible for any damage to their booth area (including carpet and booth drape) during the show.

COOKING IN BOOTH

- When cooking,
    - Grease laden vapor foods are not permitted
    - Open fire is not permitted
    - Gas fired devices may not be used
    - Cooking devices shall be isolated from the public by at least 4 ft. with a barrier
    - Devices shall be placed on noncombustible surface materials
    - Each exhibitor must provide a 20BC fire extinguisher or an approved automatic extinguishing system located in their booth

ELECTRIC

- Any exhibitors needing electric in their booth must complete the included Monroeville Convention Center Electric/Telephone Services Order Form to order electric, and return it directly to the Convention Center with payment, not INPEX.

- **Exhibitors must bring their own extension cords.**

ELECTRICAL SERVICE

- The Convention Center requires that all electrical work inside or attached to disconnect switches, panels, motor control centers, panel boards, and other electrical equipment controlled by the Center, be performed by Convention Center Electrical Staff or approved utility service contractors only.

- All show and exhibitor equipment must be UL approved. Extension cords shall be three-wire with ground and shall service one appliance or device. Multi-plug adapters must be UL approved and have an overload internal circuit breaker. Home-type "cube" taps are prohibited. Spliced wires are heat generators and are prohibited.

EXITS

- Exits, entrances, air supply vents, ramps, sidewalks, hallways, stairways, elevators, escalators, and aisle ways must be kept clear at all times. Exit signs must be kept visible at all times. Fire extinguishers, fire protection valves and fire hose cabinets must be kept clear at all times.

FIRE AND SAFETY REQUIREMENTS

- The use of welding equipment, open flames, decorative candles or smoke emitting devices or materials is prohibited. Exceptions may be made with prior approval by the Management Office and/or the local fire marshal.

- The use of burning fluids, oils, camphene, liquid oxygen, ethylene, kerosene, gasoline or anything else of like nature is discouraged. If your event absolutely requires the use of hazardous materials, maximum limits and controls will be placed on use of such materials. Those maximum limits and controls include our reserved right to curtail the use of the materials. You must receive prior approval by the Management Office before using any hazardous materials.

- No spray painting is allowed on the premises.

- No saw cutting is allowed inside the Convention Center.

- The Convention Center does NOT allow any "hard construction" type of activities to be executed on the exhibit floor or within the building such as but not limited to material sawing, painting, welding, soldering, etc. without PRIOR written approval.

HELIUM BALLOONS

- Helium balloons may not be distributed or sold inside the facility. With the prior approval of Convention Center Management, helium balloons may be used when they are permanently affixed to authorized displays.

- If helium balloons are released for any reason within the facility, labor costs associated with the removal of the balloons will be charged to you at the prevailing rate.

- Helium balloons may not be released into the outside environment from the premises of the Convention Center.

LOST OR ABANDONED ARTICLES

- When lost items are turned in, our staff will attempt to handle it in such a way as to provide the best possible opportunity for return of that property to its rightful owner. Please note that because we do not store show materials, unclaimed items may be disposed of at the conclusion of the move out.

PARKING

- On-site, vehicle parking at the Convention Center is available in the surface lots serving the Center and the on-site Doubletree Hotel. There are 1,800 free parking spaces available. There is no overnight or 24-hour parking at the Convention Center.

PLUMBING

- If you require plumbing (water, drain or both), please contact your INPEX Representative immediately. Please note that plumbing can only be installed in certain locations on the show floor; therefore, your choice of booth location may be limited.

SALES TAX LICENSES

- Exhibitors may sell products from their booths during show hours. If you elect to do so, it is necessary to pay sales taxes to the State of Pennsylvania. **To apply for a State of Pennsylvania tax license, contact the Pennsylvania Department of Revenue directly at 412-565-5270.**

SECURITY PRECAUTIONS / INSURANCE

- There will be a security service in the building during show hours. The facility will be locked from the end of each show day until 8:00a.m. the next show day. **Please keep in mind that this is an open exposition and the safety and security of exhibit materials is the exhibitor's responsibility. Show Management cannot accept responsibility for damaged, lost or stolen items.**

- Show Management strongly suggests that exhibitors take proper security precautions at the show, including the following: ***SECURE*** all small items at night in a locked area or take items with you when you leave. ***AVOID*** shipping radios, televisions, etc., in marked cartons unless you accompany the shipment. ***REPORT*** any suspicious activity or persons in your trade show area to Show Management or Security.

- Show Management will take appropriate measures to secure the exhibition facility. It is the exhibitor's responsibility, however, to insure his or her display materials against loss, theft or damage.

- In the event that INPEX shall misplace, damage, or lose a prototype or material which it has specifically requested, INPEX shall not be liable for a sum greater than Fifty Dollars ($50).

- Exhibitors should check with their insurance agent(s) about acquiring an insurance rider to cover this event. **Materials should be covered by the exhibitor from the time they leave the exhibitor's facilities until the time they are returned. This includes: time in transit, move-in, show days, move-out and return transit time.**

- Insurance companies cannot reimburse an exhibitor for materials lost unless a claim is properly documented and filed. If you do incur a loss, proceed immediately to the Exhibitor Registration Area where your loss will be documented and delivered promptly to the appropriate police district with a request for immediate investigation.

SMOKING

- The Convention Center is a non-smoking facility. There are designated areas outside the building where smoking is permitted.

SOUND SYSTEM

- Any use of the house sound system should be arranged through the Management Office. We do not allow outside equipment to be connected to, or operated from the house sound system.

TELEPHONE SERVICE

- If you require telephone services, **please complete the included Electric/Telephone Service Order form** and return it with payment to the Monroeville Convention Center, not INPEX.

WASTE DISPOSAL

- You are responsible for proper and regulated disposal of any and all toxic or biohazard goods, materials and substances, and must comply with all applicable laws. Please ask your INPEX Representative for the names of local providers who handle toxic and/or bio-hazard substances/materials.

Helpful Tips to Attract Media & Attendees At the Show

- **Tell the media and attendees an interesting story about your invention.** Think about what sets your product apart.

- **Prepare informative photos or videos.** Be able to show what your product does and how it works.

- **Take 30 seconds or less to describe the benefits of your invention to anyone who approaches your booth, especially the media.** To help you develop a 30-second summary, ask yourself the following questions:
  - What is my product and what does it do?
  - Who is my product's target audience?
  - Why would people buy my product?
  - What are the benefits of my product?
  - What problems does it solve?

- **Make your booth visually interesting.** Design a display that communicates information quickly and directly. Aim for a "wow" factor. It doesn't have to be expensive or elaborate. Show visuals in your booth to help explain the purpose of your invention and its functions (i.e. posters, enlarged photos, videos). We believe a picture is worth a thousand words. The use of color and creativity are helpful in producing a visually eye catching booth. Plan ahead for the show and don't be afraid to enlist the help of someone with design or artistic abilities.

- **Show your product in action, whether in photos or by a demonstration at your booth.** Encourage attendees to try it and be able to answer questions that may arise.

- **Use props whenever possible. Plan ahead and dress the part.** For example, if you have a cooking invention, you may want to wear a chef's hat, or if you have a medical invention, wear a doctor's coat. Be excited and enthusiastic!

- **Have giveaways.** Have handouts to give to company reps. A flyer, brochure, drawing, photo or other simple catchy giveaway tells the person what your invention is all about. **A professional-looking business card is a must.**

- **Do your homework.** Research and find information directly related to your invention e.g. how many mousetraps are used in this country, what percentage of people might use this product/service, who all might buy this item, how much does it cost to make, how much do competitors sell comparables for, how can it be distributed, who can sell it. It gives attendees reasons to work with you. Visitors to your table often come in not knowing a thing about your invention.

- **Collect information.** Get names, email addresses and phone numbers of everyone you talk to – inventors and business attendees. Save business cards. You never know who will be able to help you in the future.

- **Demonstrate your enthusiasm.** If you don't seem excited about your product or about meeting contacts at the show, attendees may not be excited about the product. Stay on your feet and make eye contact with every attendee that passes by.

Helpful Packing Checklist

Items to Bring for the Show

___ Brochures/Handouts
___ Business Cards
___ Calendar/Appointment Book
___ Candy or Promotional Giveaway
___ Cell Phone & Charger
___ Clothing (Business Casual)
___ Comfortable Shoes
___ Display Materials (banners, posters, props)
___ Electrical Adapters (International, if needed)
___ Extension Cord(s)/Power Strip
___ Exhibitor Service Manual
___ Hot Spot (for faster Wi-Fi)
___ I.D. (i.e. driver's license)
___ Laptop/iPad/Tablet
___ Paper (i.e. notebook, Post-It Note
___ Paperclips
___ Pens/Pencils/Markers
___ Order Forms/Contracts
___ Scissors
___ Shipping Forms (tracking numbers/ bill of lading)
___ Stapler (staples & staple remover)
___ Tape (masking/packing/double-sided)
___ Travelers Checks/Cash
___ USB Flash Drive
___ Utility knife
___ Velcro

- Please note the above are merely suggestions of items you may wish to bring with you to the trade show. These suggestions have been compiled from past exhibitors' most frequently asked for items and are meant as a tool to help you prepare for the trade show. Feel free to tailor this checklist to accommodate your needs.

Optional Exhibitor Services

The following optional services are available for INPEX 2015 Exhibitors. The companies listed have been selected as Official Show Subcontractors.

CREATION STATION

- Photocopy services and other small design services including business cards are available through **The Wilson Group, LLC** at the Creation Station on the show floor. Please see Exhibitor Registration for location.

TRAVEL AND HOTEL INFORMATION

- For all your hotel and travel needs, please visit the Travel Info page of the INPEX website at www.inpex.com/exh-travel-info.aspx.

SHIPPING SERVICE

- Please see page 8 of this Exhibitor Services Manual for shipping information.

BOOTH RENTAL OR DISPLAY MATERIALS

- Contact Jeffery Culpepper of **Skyline Displays of Pittsburgh**, our Official Display Provider, at 1-412-331-8700 or email jdc@skylinexhibits.com.

AUDIO/VISUAL & COMPUTER SERVICE

- Contact **PSAV**, the official audiovisual provider at the Monroeville Convention Center, directly at www.psav.com or 412-843-4462. Please see the included **Audiovisual Services Equipment and Pricing List.**

ADDITIONAL BOOTH FURNISHINGS

- Please see the included **Decorating Services Order Form** for items such as additional tables, chairs, wastebaskets, etc.

Pre & Post Show Promotion

INVITING YOUR BEST PROSPECTS

- **Sending complimentary tickets to your best prospects is an excellent way to introduce your product or service to a company.** Using a cover letter, such as the one below, gives you an opportunity to mention your product or service. The complimentary tickets will help them to remember you. **Remember to write your booth number on the tickets!** (Contact your INPEX representative to request tickets.) An electronic version is available upon request for you to email to prospects, as well.

April 1, 2015

Mr. Joe Marketer
ABC Manufacturing Company
123 West Street Drive
Somewhere, State 12345

Dear Mr. Marketer:

I would like you to be among the first to see my invention, the Tomcat Mousetrap, at ***INPEX® 2015, America's Largest Invention Trade Show.*** The Tomcat Mousetrap is an innovative new device that makes it easy to catch pesky rodents. It features a unique rodent attracting sound and has an adjustable widget that can humanely snare any size rodent.

INPEX 2015 is the largest exposition of its kind in North America with hundreds of inventors, innovators, and entrepreneurs displaying the newest products and services for business and industry. The show will be held at the Monroeville Convention Center, just outside Pittsburgh, PA from June 16-18, 2015. I am very excited about being a part of it.

Please mark your calendar and plan to attend. Enclosed are your complimentary admission tickets for the entire three-day show. My booth number is…

See you at ***INPEX 2015 America's Largest Invention Trade Show!***

Enthusiastically,

John Ideasmith
Inventor

PRESENTING YOUR PRODUCT AT THE SHOW

The following information may assist you when a prospect approaches your booth at the show.

- **Begin by introducing yourself and your invention, product or service:**

  "Hello, I'm John Ideasmith, and this is my Tomcat Mousetrap."

- **Briefly describe your invention including special features and the resulting benefits:**

  "The Tomcat Mousetrap can humanely catch both mice and rats, indoors or out, more effectively than conventional methods. If there are rodents already nested in a building, they will be trapped within hours of setting my device because it emits a rodent-attracting sound and has an adjustable widget to snare any size rodent."

- **Ask your prospect if he/she has any questions and be prepared to modify your presentation accordingly.**

- **Be prepared to tell your prospects how your invention works without going into too much detail. Do mention your patents, trademarks, etc., if applicable.**

  "The Tomcat Mousetrap uses my patented spring clip design. As the rodent steps onto the base, the overhead trapping rod snaps down securely across his back to make sure he cannot escape."

- **Talk about working models, prototypes, research and/or your progress to date with your invention.**

  "I have made several working models that cost about $1.49 each using over-the-counter materials, and I have one quote from a manufacturer for $.74 each in quantities of 1000 or more."

- **Tell prospects about interest expressed in your product and who the primary users of your product would be.**

  "My local hardware store has given me a commitment to purchase the Tomcat Mousetrap once manufacturing is completed. I think anyone with a rodent problem would buy this trap."

- **Ask the prospect if he/she is interested in more information about your product and find out how much interest he/she has. Find out how to get in touch with the prospect later**.

  "Thank you for stopping by today. May I have your business card so I can send you additional information? I look forward to talking with you again about the Tomcat Mousetrap."

  *****Write notes on the back of the business card so you remember your conversation with the prospect.

FOLLOW UP AFTER THE SHOW

- **It is important for you to follow-up with the contacts that you make at the show.** You cannot assume that they will follow-up with you.

- **After the show, send a thank you letter and/or email to your best prospects.** This will remind them about your product and open the door to further conversations over the telephone or in person. A sample letter follows:

June 27, 2015

Mr. Joe Marketer
ABC Manufacturing Company
123 West Street Drive
Somewhere, State 12345

Dear Mr. Marketer:

Thank you for stopping at my booth at ***INPEX® 2015 America's Largest Invention Trade Show***, held outside Pittsburgh, PA. I enjoyed talking with you about the Tomcat Mousetrap and have enclosed additional information about it for your reference.

I would also like to learn more about your company's manufacturing and marketing capabilities and explore potential interest in adding the Tomcat Mousetrap to your product line. I believe it would complement your existing product line, and I would be happy to work with your engineers to develop ways to produce it cost effectively.

I will be calling you in the next few days to discuss our potential arrangement. In the meantime, please feel free to contact me to discuss the Tomcat Mousetrap in more detail.

Once again, thank you for your interest in my product. I look forward to working with you in the very near future.

Sincerely,

John Ideasmith
Inventor

456 Address Street
Hometown, State 98765
(222) 222-2222

INPEX® 2015

CALL: 1-888-54-INPEX
OR VISIT: WWW.INPEX.COM